

Communication

981-991 Rand, McNally Building
CHICAGO, ILLINOIS



MISS LUCY STEPHENS
1300 CLAY ST
LYNCHBURG VA
FEB 3 1921



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JAN 12 1900
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WASHINGTON, D.C.

Communication

The Magazine of Spiritual Education

EDITED BY LLOYD KENYON JONES

981-991 Rand, McNally Building, Chicago, Illinois

From Mr. H. E. Haley,
Secretary, Spiritualistic
Educational Association,
Chicago, Illinois.

Dear Friend:

During the very hardest period of the year--the Christmas-New Years holiday period--our friends remembered us, stood by us, came in for bonds, and helped us bridge a very bad spot in our forward travels--and we thank them--every one of them.

The Giver of all things works with all of us, through all of us. I could prove this to anybody willing to consider the evidence. I am going to give you some evidence that relates to this work, YOUR work as much as anybody's, because we are all trying to do something for others.

The first of December, we had proved that our advertising would be successful, but to make it successful meant something more than the ads themselves. It was splendid getting the credit--and necessary; but without the INTERNAL machinery in operation to give that advertising direction and action and life, everything would have failed.

We had to buy more postage--and put on more help. When thousands of new inquiries come in each week, it means making duplicate cards, and addressing envelopes, and doing many other necessary things, just to keep it "clicking."

The hill in front of us December first looked very steep. If we did not do these things--these very important and vital things--we couldn't go ahead with our advertising.

But we did have faith that the MERIT of our needs, and the SINCERITY of the appeal, would bring assistance, and it did.

Our needs were met. They were not better than met; just met! And if that happens always, the result must be success.

Sometimes--after the grind has eased up and there is a little breathing spell--I have talks with our mutual friend, Mr. Lloyd Kenyon Jones, and we do our planning.

I wish you could be in on those talks, because this is where trails are blazed. You see the result--but not the hard work that brings about the result. It is not like making clothing, or running a foundry, or doing many other things that have well-established rules. It is doing things that NEVER HAVE BEEN DONE BEFORE!

We are building up an organization--a real, tangible, workable, harmonious organization. And the success of this work simply centers around Mr. Jones.

There is never anything "fussed up" around these offices. It all runs smoothly, and nobody is afraid to see the "boss" walk in. That means a lot.

Mr. Jones will say to me, "Harry, this is to be your duty. It is up to you, and you can do it. I expect you to do it." That is all he needs to say. It is all he has to say to any of the workers.

Nobody's toes are stepped on, and nobody is criticised or scolded. During the two years this little organization has been running, no one's feelings have been injured intentionally.

When the magazine and books reach you, likely you will say, "These things breathe harmony. I wonder if there is that kind of harmony where they originate!"

I want you to know that there is--that there is no turmoil, no down-heartedness, no pessimism.

Some men like to be known as the boss. Mr. Jones likes each one of us to feel

that upon our shoulders rests a responsibility--that if we make mistakes, it is enough if we feel bad about it and try to rectify those mistakes.

He does his part always in cutting the channels clean so that there is no cause for clashes. He makes each one of us feel that our work is the MOST IMPORTANT, but he makes us feel that we wish to keep it a secret and not breathe it to the others.

You will hear people say that writers are poor business men. Maybe some of them are. And there are writers who have moods; they must tempt the muse, or whatever it is they tempt. Before Prohibition came in, the muse came in bottles, I imagine.

Mr. Jones said to me, back in the old days in Denver, when our hopes up in the hills were dying, and things were going to pot: "If a fellow can work at a lathe every day--doing fairly good work, and have some days better than others--a writer should do the same thing. If I have learned how to establish the connection for my Helpers to reach me with ideas, why can't I do it every day?"

So that is the way he has worked--day in and day out, year in and year out. That is the way this work has moved through its hard times--through its distressing problems.

And that is the way this work is going to move, because there is not one of us here who hasn't unbounded confidence in the man who is doing the human part of the directing.

I am not a prophet, but I predict that in a year from now, this work will employ three hundred and maybe four hundred persons. The interest in Spiritualism is growing. You never saw anything like the way our ads are pulling. It is phenomenal--and yet it is the working out of what Mr. Jones was told would happen, many months ago!

No matter how big this work grows, it will depend upon the directing hand of the man who made it out of dreams two years ago.

Without respect to how big this work becomes, Mr. Jones will know where it stands every day--how much money there is in the bank, what obligations have to be met--and when; what goods we have on hand, and the status and progress of Spiritualism throughout the world.

Because he is in charge, we have confidence.

You might say that we should not depend upon any human presence. I don't believe we do. I think that we feel, through him, the forces of our unseen friends.

However, this man is human. He has a physical-body, and even though he can stand up under hard work that would break most men down, there is a limit.

Even though our organization is growing, and must grow, still many details fall upon him. He is called upon to pass on everything that is done. And this often includes many duties that others could take care of, if we could afford these others.

Among our readers there are many who could--without inconvenience--put this wonderful work farther ahead in six months than it would go in six years, feeling its way, and I am going to show you why.

We placed a seventy-line ad (five inches, single newspaper column) in The St. Louis Weekly Globe-Democrat, at a cost of \$87.50, and in return it has brought nearly 1300 replies--which means at a cost of 7¢ each!

We had an ad in The Denver Post, and replies have cost less than 5¢ each.

I don't know if you appreciate what this means--but it means this:

We can interest HUNDREDS OF THOUSANDS of men and women in this subject--reaching into every part of the country--and put COMMUNICATION up among the big ones in circulation (up among the great magazines) in a year's time, IF WE CAN KEEP STEP WITH OUR OPPORTUNITY.

I have seen many advertising campaigns, but never anything like this. You may not have much confidence in advertising, but please remember this: As we expand through advertising, we are in touch with those people at all times, whereas merchandising through stores never puts us in touch with interested persons, and never gives us an opportunity to do the important EDUCATIONAL WORK that must be done if Spiritualism is to succeed in a big way.

The advertising rates are TWICE as high in most instances as they were two years ago, but our replies are costing us ONE-HALF of what they cost two years ago. This is due to increased interest in the subject, to constant pushing, to changed conditions, and to better ads.

Last week, our ads were in newspapers in all but six of the forty-eight States of the Union, and in many cities in those forty-two States.

Replies are coming from EVERY STATE--and soon our campaign will reach across the boundary into Canada.

Before the last of March--if we keep step with this advertising, by building up our internal organization--we shall be receiving fully 20,000 new subscriptions for COMMUNICATION each month.

During January, we shall place our printed matter before at least 50,000 persons; in February, this number will be nearly doubled. In some papers, our ads have appeared three times in the past six weeks, and bring as many replies today as they brought when the first ad was inserted!

Here is this friend of ours, whose toil, whose faith, whose relentless efforts have brought him this support, this confidence, this good-will and credits, still digging in day and night.

Mr. Jones says that his favorite Bible verse is: "There is no discharge in this war."

But--if we could put back of him the force, the money, the support, he could employ and train others to take 95 per cent of the burden of details from his shoulders, so that he could write the second and third volumes of "God's World," and do the many other things that should be done.

Is it more important for us to have him writing this new, creative, uplifting material, or to have him drudging over details that others can do--others who never could write such wonderful books?

I know that among our subscribers are many men and women who could put five, ten or twenty-five thousand dollars each into our bonds, and I believe that it would be an inspiration to any of these folk to come here to Chicago and see this first-hand.

But there are others who can put in only ten, twenty-five or fifty dollars--or who could put in five dollars a month--or ten dollars a month--who just hold back, partly because they don't know whether they better do so, and partly because they think it doesn't matter.

My friend, it DOES MATTER!

Right here around me as I write this, I see the bud of the greatest Garden of Progressive Thought that ever has bloomed.

That bud is withered, dry, parched for lack of watering--and the only nutriment it needs is the united, speedy, unstinted support of the men and women who could put money back of this work if they only would.

It doesn't make any difference what the obstacles: Mr. Jones is going ahead. He is going to fight it out. He makes the rest of us anxious to fight it out with him.

If nobody helped, he would keep on struggling. And that is one reason why we all should feel inspired to help, all we can, as much and as often as we can.

When you buy our Bonds, you don't give your money away. You get 6 per cent, payable each April and each October, up to Oct., 1929--and then you will get your money back.

This work does not have to beg. It does have to be financed--and the Bonds offer a clean, honest, co-operative way of financing.

The new field is opening. The period of expansion has started, but the more support we have, the faster we can build up our organization, and that is why we need this money.

The merchandising will pay the advertising bills and the printing bills, and it will pay all bills--but if we keep adding to our number of helpers, and always a little in advance of increasing receipts, our progress must be slower.

When America waxed fat, and people had oodles of money to spend on frivolous things, they were not caring very much about their souls. But now, with everything upset, they are THINKING, and the time to reach the multitude is when they are in the mood to think.

The silly days have ended, and the serious days have come, and don't let anybody say to you that they have come accidentally. Natural law has worked out. If people are not brought to their senses, so that they must think, they will drift on, and heaven knows what the outcome will be.

One of the greatest reasons why these inquiries are flooding in from every nook and corner, every precinct, ward and country district in America, is because people are THINKING SERIOUSLY.

Let us reach them NOW, and sow this good seed in their minds, so that when prosperity does return, they will have established the healthy habit of progressive thinking.

I recall what Mr. Jones said a year ago. He said to me: "Harry, when you see long lines of people waiting outside the newspaper offices for the help-wanted ads, and read reports of widespread unemployment, you will see this work go ahead. Today, men and women are engrossed with the trivial things. They have no time or thought for the serious questions of life. But--the time is drawing near when this will be changed."

That time has come--and it is our opportunity to do something for the world. Give people good, clean, uplifting thoughts, and they will find the solution to all their vexing problems.

We--you and I and every one of us--stand in position today to do the world a real service. We can help mankind, and they will thank us for the help.

Just the other day, I read a letter that came from a man in the South. He said: "Dear Mr. Jones: When I got your book, I admit that I had no sympathy for God, spirit, after-life or the Bible. For forty years, these things had been jests to me. And when I read this book the first time, I saw nothing much to it. Finally it occurred to me that your books were not to read, but to be studied, so I said I would put the teachings into practice. Today I am proud to say that God and Immortality are realities to me, simply because I am finding solutions to my nearest problems."

That's the kind of work we wish to do--and to help just one person is to have lived for some purpose.

Every Bond you buy, no matter how small or large it may be, you are helping reach MANY such persons.

I look for even better returns than I received in answer to my first circular--and I want you to try to feel better acquainted with "the chief" and his work.

Be a partner of his--and help him put this big work over the way it must go!

Address your letter to me, but make your remittance payable to COMMUNICATION, and let's see what we can do in the next two or three weeks.

Your recent boost did wonders--and this boost will do even greater wonders, because you ADD TO THE GROWTH THAT ALREADY HAS STARTED.

We have 25 persons in our offices now, and we need 50 to make this work step. Help us "tide over" with this additional payroll for a few weeks, and after that it will take care of itself.

And please don't just say that this is an interesting letter. That is not why it is written. The real reason will bear fruit when your response comes in--and I thank you for it!

Yours for the Forward March,



Secretary, THE SPIRITUALISTIC EDUCATIONAL ASS'N.

HEH-BB

P. S. Please read the enclosed reproduction of Mr. Guenther's letter.



GUENTHER, BRADFORD & CO.

INCORPORATED ESTABLISHED 1885

ADVERTISING

PLACED IN ANY PUBLICATION IN THE WORLD

7 SOUTH DEARBORN STREET

CHICAGO

CENTRAL 381
PRIVATE EXCHANGE TO ALL DEPARTMENTS
REFERENCES
MERCANTILE AGENCIES
UNION TRUST CO. CHICAGO

Dec. 31, 1920.

The Spiritualistic
Educational Ass'n.,
Rand, McNally Bldg.,
Chicago, Illinois.

Gentlemen:

Our advertising tests for you, extending over the past six weeks, and involving an expenditure of ten thousand dollars, have proved these facts:

First--we have gone into every part of the United States, and in every instance, the inquiries from these advertisements have been the same in volume, proving that interest in the subject of Spiritualism is not confined to any one place;

Second--we have used display space in weekly and monthly publications, with circulations ranging from about 200,000 to over 1,000,000 each, and we have never seen replies come in so plentifully from any advertising, no matter what its nature. Some of the oldest and most experienced advertising men say that your results are miraculous; they can not understand it!

Third--We believe it may be advisable to circularize over 3,000,000 names this Winter and the early part of next Spring, and from tests that have been made in circularizing 400,000 names thus far, we believe that these larger lists (not counting in the advertising we do for you) will put you in touch with 250,000 to 300,000 men and women whose interest in this subject is recent;

Fourth--We believe it will also be advisable to use hundreds of daily and Sunday papers for you regularly, going into them about twice a month, thus bringing your announcements before nearly every newspaper reader in America.

Fifth--this circularizing and advertising will be supplemented by display ads in the principal weekly and monthly periodicals;

Sixth--in addition to the hundreds of thousands of inquiries you will receive (we predict not less than 1,000,000 such inquiries in 1921), you will have the cumulative benefit of the frequent appearance of these advertisements, and will interest fully one-half the number asking for information;

Seventh--before the close of this year, we believe that your paid circulation for "Communication" will be 300,000 or more--making it one of the best-known magazines published;

Eighth--we shall start advertising in Canada shortly, and you will find equal interest there;

Ninth--as soon as we have established the domestic field, we recommend establishing branches in England, and the translation of your books and your magazine into the principal European languages, so that this campaign may be conducted throughout the world;

Tenth--these predictions are based on TRUSTWORTHY TESTS that have demonstrated, beyond question, that these results not only are possible, but are well within your reach.

We compliment you on the thorough organization work you have done, and are sure that every Spiritualist organization in this country, at least, will be glad to work with you, and provide the church accommodations for the hosts of converts you have started to make--and will make rapidly from this time on.

Very truly yours,

GUENTHER, BRADFORD & COMPANY

By *G. Guenther* President.

\$400,000 Spent for Spiritualism in 1921!

Communication

**Now Conducting the Most Extensive Publicity Campaign
Ever Put Out in the Press for Any Religion!**

WE have done our experimenting. Our tests are completed. Our advertisements (8 inches on 2 columns, 5 inches single column, and "readers") are appealing in EVERY STATE of the Union! The style of our advertising, the plan back of it and the mature experience in placing it, PLUS the unprecedented interest in Spiritualism, are responsible for this unusual success. Soon we should be adding 20,000 new subscribers to COMMUNICATION each month! We are going to make this magazine one of the BIG monthlies—and within a few months we should be carrying thousands of dollars' worth of paid advertising in its pages!

**Read Mr. Guenther's Letter, Reproduced on the
Opposite Side of this Circular!**

Here is proof of what we are doing. It shows what our friends have done subscribing for our Bonds! This is progress, and we shall show greater progress each month.

Our new year begins with our March, 1921 number—Vol. 2, No. 1. It will consist of 96 pages and cover—50 per cent. larger than the regular size!

In February and March we shall add THOUSANDS of new subscribers.

**Every Bond We Sell Means Greater Speed in
This Constructive Building!**

Read the accompanying letter, and bear in mind that this is a story of progress in the face of obstacles. Help us make the real success of this work that it deserves. And bear in mind that YOU ARE HELPING A WINNER WIN MORE—AND FASTER!

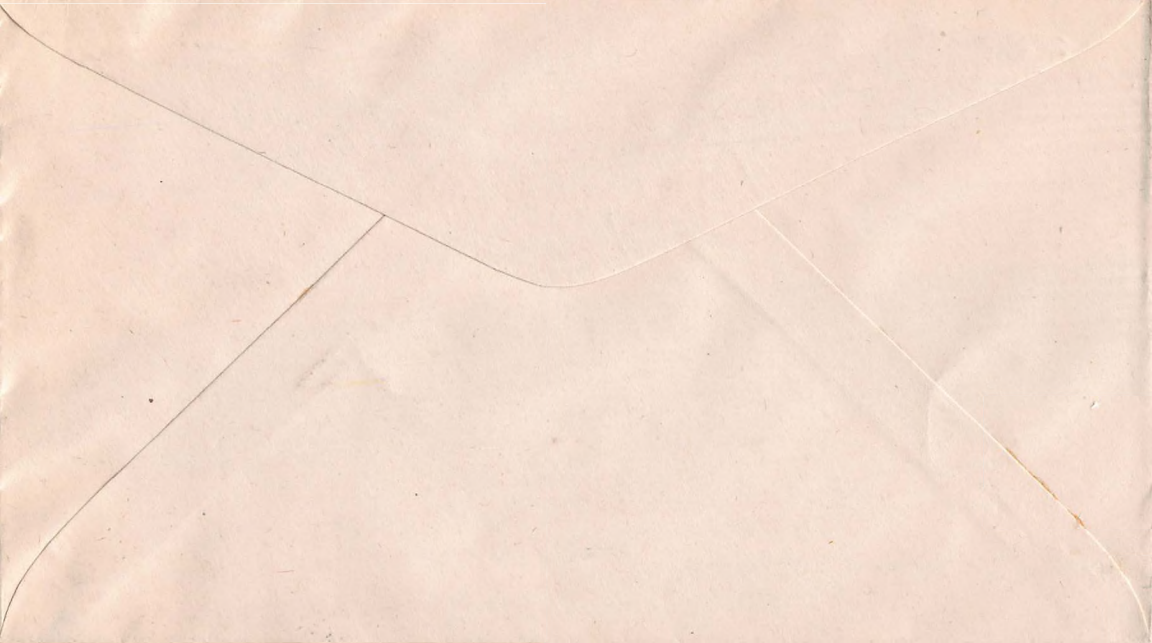
Communication

981-991 RAND, McNALLY BUILDING,
CHICAGO, ILLINOIS.

“Communication”

981 Rand-McNally Building,

Chicago, Illinois



ALL RIGHT, MR. HALEY,
THIS IS MY ANSWER;

I want to do my part to see this work succeed. I am happy to know that your advertising problems are solved, and I want you to tell Mr. Jones that he CAN do these essential things to make this work keep step with the Opportunity.

I enclose \$_____ for a bond--NO accrued interest to be charged to me--
the next coupon maturing April 15, 1921.
Yours for the BIGGEST SUCCESS,

Name.....

Address

WILL YOU TRY TO SEND ANY CERTAIN AMOUNT MONTHLY?
How much?

\$.....